

AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method, comprising:
creating an integrated video data stream by automatically integrating, in response to one or more ~~triggers based on one or more~~ business or personalization rules, interactive content with an unmodified video data stream comprised of television (TV) broadcast content; and transmitting the integrated video data stream to one or more receivers for display.
2. (Original) The method of claim 1, wherein the interactive content includes Internet advertising content and the TV broadcast content includes TV commercial content.
3. (Original) The method of claim 1, further comprising:
linking the interactive content with the TV broadcast content.
4. (Original) The method of claim 1, further comprising:
displaying the integrated content to allow a user to interact with the interactive content.
5. (Original) The method of claim 1, wherein the automatically integrating of the interactive content includes automatically integrating the interactive content with the TV broadcast content without modifying the interactive content and the TV broadcast content.
6. (Original) The method of claim 1, wherein the interactive content includes an advertising banner.

7. (Original) The method of claim 1, further comprising:
targeting specific receivers with the integrated content.
8. (Currently Amended) A system for integrating content, comprising:
an integration unit to create an integrated video data stream by automatically
integrating, in response to one or more ~~triggers based on one or more~~ business or
personalization rules, interactive content with an unmodified video data stream comprised of
television (TV) broadcast content and to transmit the integrated video data stream to one or
more receivers for display.
9. (Original) The system of claim 8, wherein the interactive content includes Internet
advertising content and the TV broadcast content includes TV commercial content.
10. (Previously Presented) The system of claim 8, further comprising:
a linking unit to link the interactive content with the TV broadcast content.
11. (Original) The system of claim 8, further comprising:
a receiving unit to receive the integrated content; and
a display unit to display the integrated content to allow a user to interact with the
interactive content.
12. (Original) The system of claim 8, wherein the integration unit is to integrate
automatically the interactive content with the TV broadcast content without modifying the
interactive content and the TV broadcast content.
13. (Original) The system of claim 8, wherein the interactive content includes an
advertising banner.
14. (Original) The system of claim 8, further comprising:
a targeting unit to target specific receivers with the integrated content.

15. (Currently Amended) A method for processing a video data stream, the method comprising:
- receiving an unmodified video data stream;
 - downloading interactive content;
 - automatically integrating, in response to one or more ~~triggers based on one or more~~ business or personalization rules, the interactive content with the unmodified video data stream; and
 - transmitting the integrated interactive content and video data stream to one or more receivers for display.
16. (Original) The method of claim 15, further comprising:
- displaying the interactive content and the video stream; and
 - launching interactive services via the interactive content.
17. (Original) The method of claim 15, wherein the receivers include a set-top box.
18. (Original) The method of claim 15, wherein the video data stream includes TV commercial content.
19. (Original) The method of claim 15, further comprising:
- customizing the interactive content for a specific market, group, or geographic region.
20. (Currently Amended) A system for processing a video data stream comprising:
- a receiving unit to receive an unmodified video data stream;
 - a downloading unit to download interactive content;
 - an integration unit to integrate automatically, in response to one or more ~~triggers based on one or more~~ business or personalization rules, the interactive content with the unmodified video data stream; and
 - a transmitting unit to transmit the integrated interactive content and video data stream to one or more receivers for display.

21. (Original) The system of claim 20, wherein the receivers include a set-top box.
22. (Original) The system of claim 20, wherein the video data stream includes TV commercial content.
23. (Original) The system of claim 20, further comprising:
a customizing unit to customize the interactive content for a specific market, group, or geographic region.
24. (Currently Amended) A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:
creating an integrated video data stream by automatically integrating, in response to one or more ~~triggers based on one or more~~ business or personalization rules, interactive content with an unmodified video data stream comprised of television (TV) broadcast content; and
transmitting the integrated video data stream to one or more receivers for display.
25. (Original) The machine-readable medium of claim 24, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising:
linking the interactive content with the TV broadcast content.
26. (Original) The machine-readable medium of claim 24, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising:
displaying the integrated content to allow a user to interact with the interactive content.
27. (Currently Amended) A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:
receiving an unmodified video data stream;
downloading interactive content;

automatically integrating, in response to one or more ~~triggers based on one or more~~
business or personalization rules, the interactive content with the unmodified video data
stream; and

transmitting the integrated interactive content and video data stream to one or more
receivers for display.